

Concord Recreation Department



Sponsorship Opportunities For Special Events

‘We Are Serious About Fun’

www.onconcord.com/recreation
1 White Street Concord, NH 03301 (603) 225-8690

Introduction

Welcome to the Concord Recreation Department

The Recreation Department is committed to providing fun opportunities to meet the needs of the Concord community. Recreational programs and services are offered to residents of all ages and abilities. The Department has four community centers, seven pools, and nine major parks for the community use.

Mission Statement

The Recreation Department is responsible for providing a diversified program of year round activities for people of all ages and abilities. In addition, community collaboration is fostered by bridging socio-economic and geographic gaps in the community, thereby improving the quality of life for Concord and Penacook Residents.

Special Events

The Concord Recreation Department strives to offer programs and events year round for all ages and abilities to enjoy. Our exciting events provide quality entertainment for the whole community. Our department offers different programs for all age ranges. Becoming a sponsorship partner will allow your organization or company to have the opportunity to sponsor events throughout the year. Being a sponsor will help support the recreation department to continually provide quality events for seniors, adults, teens, youth, and toddlers. Not only will sponsors be supporting the recreation department and community, but sponsors will also be receiving benefits for their own company or organization.

Exposure

Thousands of people participate with Concord Recreation. Here is an estimated breakdown of participants:

Special Events

July 4th: 7,000-10,000

Summer Music Series: 1,500-2,000

Easter Egg Hunts: 1,000

River Jamboree: 300-500

Miscellaneous

Website Hits per year: 70,000+

Brochure Circulation: 15,000+

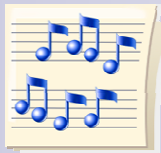


Special Events

Sponsoring or co-sponsoring special events will give your organization or company many benefits. Sponsorships will increase your exposure and shows that your organization or company supports the community. The following events have sponsorship opportunities:

Special Events

Summer Music Series



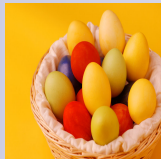
This event provides quality family entertainment for all. Located in our city parks and downtown squares throughout the summer evenings, these shows create a fun, family friendly atmosphere.

River Jamboree



The annual river jamboree is a fun, water filled, one day event. Activities held throughout the day include a duck race, canoe and kayak demos, face painting, raffles, a kids' inflatable slide, entertainment, food, ice cream, and more.

Easter Egg Hunt



Children enjoy hunting for eggs in our city parks and is fun for the whole family. This event is held in seven different parks. Teens can participate in the flashlight night egg hunt. Find the golden egg for a special prize.

Special Opportunity

July 4th Fireworks Celebration



This event is in celebration of America's Independence Day. This patriotic evening is enjoyable for all ages. The event offers games, concerts, and a fireworks show to cap off the night.

Scholarships



Our department offers many scholarships for participants who are in need of financial help. Scholarships give qualifying children the opportunity to experience in many of our programs that without financial help would miss out on the fun.



Never's Band Concert Summer 2008



River Jamboree 2008



Flashlight Easter Egg Hunt 2008

Sponsorship Levels

Sponsors will be accepted on a first come, first served basis. Sponsorships and co-sponsorships will be recognized once a signed agreement is formed. The Recreation Department is willing to work out sponsorships at levels other than ones outlined below. July 4th is a separate event opportunity for sponsorship.



Scholarships

Fundraising Goal: \$15,000

Platinum.....\$5,000+

- Half Page Brochure Advertisement
- Plaque in office signifying Platinum status
- Large logo on all literature & website

Gold.....\$2,500

- Quarter Page Brochure Advertisement
- Plaque in office signifying Gold status
- Small logo on event literature & website

Silver.....\$1,000

- Eighth Page Brochure Advertisement
- Plaque in office signifying Silver status
- Small logo on event literature & website

Contact Information

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Concord Recreation Department
E-mail: dgill@onconcord.com
1 White Street Concord, NH 03301
(603) 225-8690
www.onconcord.com/recreation

Special Events

(River Jamboree, Music Series, Egg Hunt)

Fundraising Goal: \$12,000

Platinum.....\$5,000+

- Half Page Brochure Advertisement
- Plaque in office signifying Platinum status
- Large logo on all literature & website

Gold.....\$2,500

- Quarter Page Brochure Advertisement
- Plaque in office signifying Gold status
- Medium logo on event literature & website

Silver.....\$1,000

- Eighth Page Brochure Advertisement
- Plaque in office signifying Silver status
- Small logo on event literature & website

July 4th Fireworks Celebration

Fundraising Goal: \$15,000+

Platinum.....\$8,000+

- Half Page Brochure Advertisement
- Plaque in office signifying Platinum status
- Large logo on all literature & website
- 8 VIP parking spots at event

Gold.....\$3,500

- Quarter Page Brochure Advertisement
- Plaque in office signifying Gold status
- Medium logo on all literature & website
- 4 VIP parking spots at event

Silver.....\$1,500

- Eighth Page Brochure Advertisement
- Plaque in office signifying Silver status
- Small logo on all literature & website
- 2 VIP parking spots